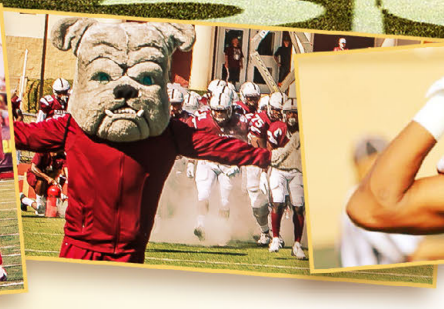
BLACK COLLEGE FOOTBALL

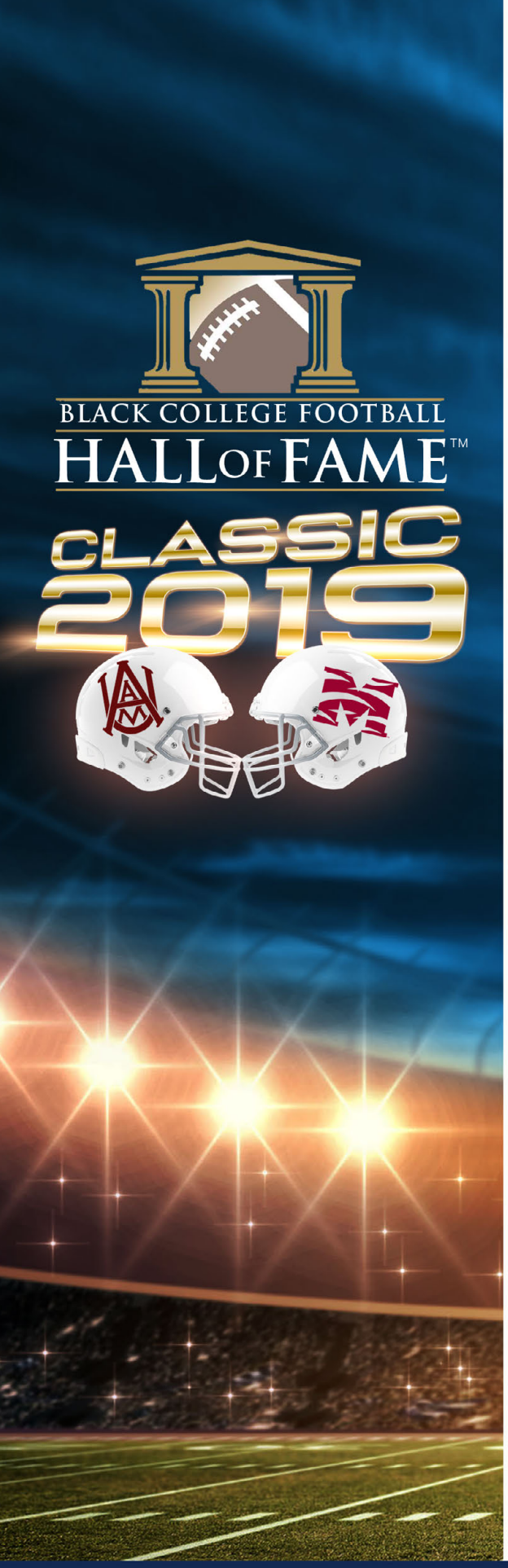
HALL OF FAME™ CLASSIC 2019

ALABAMA A&M UNIVERSITY *vs* MOREHOUSE COLLEGE



SUNDAY, SEPTEMBER 1

TOM BENSON HALL OF FAME STADIUM | CANTON, OH | 4:00PM KICK-OFF



Events

FRIDAY
AUGUST 30, 2019

7:00 PM
Summer Jam by 107.9 WENZ/Radio One
Wolstein Center (Cleveland, OH)

SATURDAY
AUGUST 31, 2019

8:00 AM
Black College Football Hall of Fame Classic Golf Outing
Clearview Golf Club (Canton, OH)

12:00 - 8:00 PM
Hall of Fame Tailgate Party
Hall of Fame Campus (Canton, OH)

12:00 - 5:00 PM
Drumline & Dance Competition
Canton McKinley High School Field House (Canton, OH)

SUNDAY
SEPTEMBER 1, 2019

12:00 - 3:00 PM
Hall of Fame Tailgate Party
Hall of Fame Campus (Canton, OH)

Alabama A&M University and Morehouse College Bands perform
Hall of Fame Campus (Canton, OH)

4:00 PM
Black College Football Hall of Fame Classic
Tom Benson Hall of Fame Stadium (Canton, OH)

Post-Game Concert
Morris Day & The Time
Tom Benson Hall of Fame Stadium (Canton, OH)

FULL LIST OF EVENTS AVAILABLE AT
PROFOOTBALLHOF.COM/CLASSIC

Ticket and Hotel Information

Tickets are available now online and at select locations across Northeast Ohio.
To purchase tickets or reserve hotel rooms, visit ProFootballHOF.com/Classic

BLACK COLLEGE FOOTBALL HALL OF FAME CLASSIC PROPOSAL

BLACK COLLEGE FOOTBALL HALL OF FAME CLASSIC IN CANTON, OH

- 3 Year Agreement
- Annual Game played in Tom Benson Hall of Fame Stadium beginning in 2019
    - Year 1: Morehouse College vs. Alabama A&M
    - Year 2 & 3 Teams to be announced soon
- Labor Day Weekend
- Weekend Celebrations and Events throughout the weekend including fan fests, concerts, band shows & performances
- Opportunity to explore options for creating special jersey patch, uniform, etc. for the game

About the Black College Football Hall of Fame Classic

The Black College Football Hall of Fame Classic will be an exciting and integral part of the Black College Football Hall of Fame (BCFHOF).

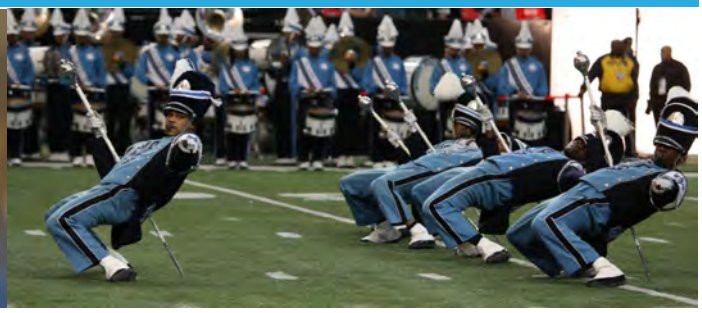
The BCFHOF Classic will be played annually, starting labor day weekend 2019, in the state-of-the-art Tom Benson Pro Football Hall of Fame Stadium located in Johnson Controls Pro Football Hall of Fame Village. Black college football classics are like no other football experience, featuring an exciting football game between two historically black colleges or universities. This year we welcome two of the leading football teams in the country, Morehouse College and Alabama A&M University.

But classics are so much more. Unlike traditional college bowl games, classics take place during college football's regular season and they differ from standard regular season games in that they are often accompanied by a lively weekend of events, the Summer Jam kick-off, Golf Tournament, Drum Line & Dance Competition, Concerts, Tailgating, Half Time Show and more!

Classics attract large crowds of alumni, fans and spectators along with high media interest and cor-porate sponsorships, and due to their popularity are often played at popular neutral sites like New Orleans, Dallas, Nashville and now ... Canton, Ohio.

GOLD SPONSORSHIP - $150,000

- In-title brand recognition
  - Black College Football Hall of Fame Classic Powered by SPONSOR (or other mutually agreed upon designation)
- Tunnel entrance banner
- Branding as Gold Sponsor on campus signage
- Branding as Gold Sponsor at Fan Fest on campus
- Branding on staff apparel
- Branding on game ticket
- Special offer/giveaway at gate or on seat
- Inclusion on all paid advertising radio, tv, print, social media (8 Week campaign)*
- Digital marketing
- Two (2) Full page ads including back cover of Game Day Program Book
- Ten (10) 30 second jumbo-tron ads
- Ten (10) :15 PSA announcements
- Dedicated sponsor page on event micro website
- Speaking opportunity at press conference
- Dedicated press release
- Speaking opportunity at VIP reception
- One hundred (100) game tickets
- Ten (10) Club level game tickets
- Ten (10) VIP reception passes
- Two (2) All access Game Day passes
- Two (2) foursomes at BCFHOF Classic Celebrity Golf Outing

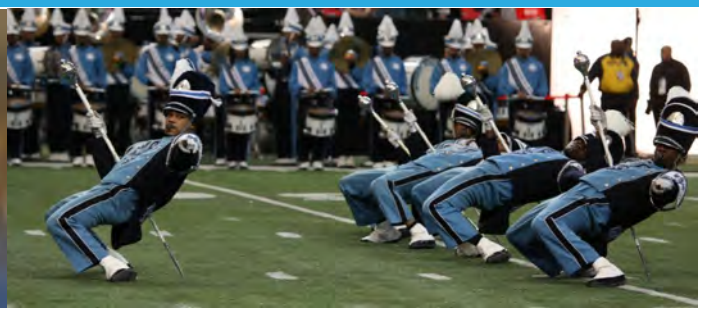


SILVER SPONSORSHIP - $75,000

- Inclusion on campus signage
- Branding as Silver Sponsor at Fan Fest on campus
- Inclusion on all paid advertising radio, tv, print, social media (3-week campaign)*
- One (1) Full page ad in Game Day Program Book
- Five (5) 30 second jumbo-tron ads
- Five (5) :15 PSA announcements
- Dedicated press release
- Logo and sponsor link on event website
- Fifty (50) game tickets
- Six (6) Club level game tickets
- Six (6) VIP reception passes
- Two (2) All access Game Day passes
- One (1) foursome at BCFHOF Classic Celebrity Golf Outing

BRONZE SPONSORSHIP - $50,000

- Inclusion on campus signage
- Branding as Bronze Sponsor at Fan Fest on campus
- One (1) Half page ad in Game Day Program Book
- Three (3) 30 second jumbo-tron ads
- Three (3) :15 PSA announcements
- Dedicated press release
- Logo and sponsor link on event website
- Thirty (30) game tickets
- Four (4) Club level game tickets
- Four (4) VIP reception passes
- Two (2) All access Game Day passes
- One (1) foursome at BCFHOF Classic Celebrity Golf Outing



SUPPORTING PARTNER - $15,000

- Inclusion on campus signage
- Branding as Supporting Partner at Fan Fest on campus
- Dedicated press release
- One (1) :15 PSA announcement
- Logo recognition on the jumbo-tron in game
- Twenty-five (25) game tickets
- Two (2) Club level game tickets
- Two (2) VIP reception passes
- One (1) foursome at BCFHOF Classic Celebrity Golf Outing

COMMUNITY PARTNER - $10,000

- Inclusion on campus signage
- Branding as Community Partner at Fan Fest on campus
- Mention in Classic press release
- Logo recognition on the jumbo-tron in game
- One (1) :15 PSA announcement
- Twenty (20) game tickets
- Hole sponsor recognition at the BCFHOF Classic Celebrity Golf Outing

COMMUNITY PARTNER - $5,000

- Inclusion on campus signage
- Branding as Community Partner at Fan Fest on campus
- Mention in Classic press release
- Fifteen (15) game tickets

BLACK COLLEGE FOOTBALL HALL OF FAME CLASSIC PROMOTIONS Radio, Billboard,

TV, Digital, Print Marketing

- Promotion runs 8-weeks prior to game day
- Sponsors will be included in the 8-week radio campaign which includes over 1,200 commercials
    - Markets include: Canton, Cleveland, Akron, Youngstown, Toledo, Columbus, and Cincinnati, Ohio
    - Radio formats reaching an audience that enjoy Gospel, Hip Hop and Old School R&B
    - Regional radio promotions reach over 5.7 million listeners each week
- More than 42.2 million impressions throughout our promotion via radio, newspaper, magazine, digital, billboards, flyers, posters, social media, email blasts, SMS text messaging and television
- Sponsors are included in over 100,000 palm cards, distributed throughout Canton, Akron, Cleveland, Columbus, Cincinnati, and Youngstown, Ohio
- Inclusion on all television commercials in each market
- Inclusion on all internet advertising, including digital media, email blasts, web promotional banners, Facebook, Instagram, Twitter, and SMS text messaging
- Total value of promotion: $281,000
- Game will broadcast on the NFL Network

BLACK COLLEGE FOOTBALL HALL OF FAME CLASSIC MEDIA PACKAGE Broadcast Partner:

NFL Network

- Media packages
- Schedule and details to come

CUSTOMIZED ACTIVATION OPPORTUNITIES INCLUDE:

- Golf Tournament
- Drum Line
- Dance Competition
- Pre-Game Concert
- Tailgate
- Vendor Row
- Tunnel Entrance
- Stage
- Halftime
- Post Game
- Program Booklet
- Jumbo-Tron
- Fellowship Program
- Gold Jackets

BLACK COLLEGE FOOTBALL HALL OF FAME CLASSIC PROPOSAL

If you would like to learn more about the sponsorship opportunities listed above or if you want to become a partner of this spectacular event, please contact our Director of Partnership Services Amy Crossman at Amy.Crossman@ProFootballHOF.com or 330-588-3673.